

**PRODUCT QUALITY, SERVICE, AND PROMOTION IN VIEW FROM THE
PURCHASE DECISION OF AN OPPO SMARTPHONE AT THE SINGOSAREN
SURAKARTA HANDPHONE EXCHANGE**

Shafa Nur Afifah¹, Sri Hartono², Raisa Aribatul Hamidah³

Universitas Islam Batik Surakarta^{1,2,3}

E-mail: shafanurafifah51@gmail.com

Abstract: Aims of this study to analyze quality of product, service, and promotion on decisions of purchasing for Oppo smartphones at the Singosaren Surakarta Mobile Exchange. Study's design used a quantitative descriptive design. The population was consumers who make purchases at the Singosaren Surakarta Mobile Exchange and the sample used was 100 people who are calculated using the unknown population formula and took by purposive sampling. Linear regression test, t test, and the coefficient of determination were used to analyze the data. The results were quality of product had effect significantly on purchasing decisions positively, service had effect significantly on purchasing decisions positively, and promotion had effect significantly on purchasing decisions positively. Quality of product, service, and promotion influence significantly the purchasing decision of an Oppo smartphone at the Singosaren Surakarta Mobile Exchange. Good product quality, good service, and attractive promotions can increase purchasing decisions for Oppo smartphones on the Singosaren Surakarta Mobile Exchange.

Keywords: *quality of product, service, promotion, purchase decision*

1. Introduction

Technology on smartphones is getting more sophisticated from time to time. The high competitiveness between smartphone brands makes manufacturers have to think about a good marketing strategy to be able to sell their smartphone products (Nickhie and Saryanti, 2018). There are many choices of smartphones available in the market with various choices of technology used and prices offered. Most consumers will prefer smartphone products that have sophisticated features and affordable prices tailored to their needs. Smartphones not only function as a communication tool, but the development of social media has shifted the function of smartphones (Kusumadewi, 2016). One of them is to fulfill the current lifestyle that demands one's existence on social media. Therefore, sophisticated features and ease of use are a consideration for someone in choosing a smartphone brand.

Smartphone manufacturers in luring consumers to buy their products must use a precise strategy. Both the facilities owned by smartphones, the appearance of smartphones, and competitive prices will greatly affect the choice of smartphones by consumers (Syahrana, 2018). The facilities owned by a smartphone are usually judged by the features available, such as camera quality, access speed, and battery life. The appearance of a smartphone is judged by the

design and color of the smartphone, while the price of a smartphone can be judged by the affordability and suitability of the price of a smartphone with the advantages that you will get if you choose the smartphone (Srikalimah, 2017).

A quality smartphone at an appropriate price does not necessarily make consumers choose the smartphone product because it is influenced by many factors. Factors that influence a person's purchase decision include product promotion, service, and product quality (Srikalimah, 2017). Products that have good quality such as advanced features, easy to use, and durable will make consumers interested (Fatmaningrum et al., 2021). Therefore, smartphones designed by manufacturers must be of high quality and manufacturers must have the ability to inform this so that consumers know the quality of the products being sold. Products with high quality are products that are able to suit needs and are able to satisfy users when using them (Boediono et al., 2018).

A quality product is not necessarily a determinant of product selection by someone. When producers and sellers are unable to provide satisfaction in terms of service, it will make consumers disappointed and switch to other products even though the products offered are very attractive (Junior, et al., 2021). Buyers will be interested in buying a smartphone when the manufacturer or seller is able to provide good service for them. Quality service is service that meets consumer needs (Kurniawan, 2018). Regarding smartphones, consumers expect good service from producers and sellers, such as providing information about the smartphones offered, and the ability to answer questions from consumers regarding the smartphones offered.

Another factor that influences the decision to purchase a smartphone product is promotion. Promotion is an effort carried out by producers or sellers in offering their products (Daud, 2018). Promotion can be done by revealing the advantages of the product being sold when compared to similar products or by providing a discount to make the product more attractive. Attractive promotions will influence a person's decision to buy (Budiono, 2020). Promotion can be done by placing advertisements or can be done directly by offering it to potential buyers who come.

One place that offers a variety of smartphone brands with various designs and prices that are well-known in the Surakarta area is the Singosaren Mobile Exchange, which was founded in 1976. Various brands are offered at this place with a wide choice of shapes, colors and quality. The Singosaren Mobile Exchange has more than 200 outlets serving buying and selling smartphones, buying and selling smartphone accessories, and smartphone service. Various smartphone brands are available here, both local and foreign brands such as Nokia, Samsung, Iphone, Evercross, Vivo, Oppo, etc. One of the new smartphone brands that are in great demand today is the Oppo smartphone. Most buyers choose Oppo smartphones because of their advanced features and affordability when compared to other competing products that have the same features. The purpose of this study is to analyze the quality of products, services, and promotions in influencing purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange.

2. Research Method

The research design used is descriptive quantitative. The research was conducted at the Singosaren Surakarta Mobile Exchange in December 2022-February 2023. The population of this study were consumers who made transactions at the Singosaren Surakarta Mobile Exchange

while the sample used was 100 people (calculations using the unknown population formula) were selected by purposive sampling. The variables used in this study consisted of the dependent variable and the independent variable. The independent variables are the quality of products, services, and promotions. The dependent variable in this study is purchasing decisions. The data used are primary data in the form of a questionnaire that is carried out directly to the respondents. Analysis of the research data is a multiple linear regression test, t test, and the coefficient of determination.

3. Results and Discussion

3.1. Results

Multiple Linear Regression Test

Table 1
Multiple Linear Regression Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	6,658	1,623
	quality of products	0,192	0,095
	services	0,211	0,094
	promotions	0,354	0,106

Source: Processed primary data, 2023

The regression equation based on Table 1 is as follows:

$$Y = 6,658 + 0,192X_1 + 0,211X_2 + 0,354X_3 + e$$

Interpretation of test results:

- The constant value (α) = 6.658 is positive. This means that if the value of product quality (X_1), service (X_2) and promotion (X_3) is zero then the value of the purchase decision (Y) is 6.658.
- The coefficient of the product quality variable ($\beta_1 = 0.192$), means that for every one unit increase in the product quality variable, the purchase decision increases by 0.192 (service and promotion coefficient = 0).
- The coefficient of the service variable ($\beta_2 = 0.211$), means that for every increase of one unit of service variable, the purchasing decision increases by 0.211 (product quality and promotion coefficient remains = 0).
- The coefficient of promotion variable ($\beta_3 = 0.354$), means that for every increase of one promotion variable unit, the purchase decision increases by 0.354 (product and service quality coefficient remains = 0).

t Test

Table 2
t Test

Model	t_{count}	t_{table}	<i>Sig.</i>
quality of products	2,021	1,98525	0,046
services	2,238	1,98525	0,028
promotions	3,336	1,98525	0,001

Source: Processed primary data, 2023

- Result $t_{count}(2.210) > t_{table}(1.98525)$; p value (0.046) < 0.05, meaning that product quality has a significant influence on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange.
- Result $t_{count}(2.238) > t_{table}(1.98525)$; value of p(0.028) < 0.05, meaning that service has a significant influence on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange.
- Result $t_{count}(3.336) > t_{table}(1.98525)$; the value of p(0.001) < 0.05, means that promotion has a significant influence on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange.

Coefficient of Determination

Table 3
Coefficient of Determination (R^2)

R	R Square	Adjusted R Square
0,683 ^a	0,466	0,450

Source: Processed primary data, 2023

Table 3 displays adjusted R square (R^2) = 0.450, meaning that there are variations in the variable quality of products, services, and promotions in the purchasing decision variable which is 45%, while the remaining 55% of purchasing decisions is influenced by other variables outside this research, for example the price adjustment variable, product innovation, and so on.

3.2. Discussion

The results of data analysis show $t_{count}(2.021) > t_{table}(1.98525)$; p(0.046) < (0.05), meaning that product quality has a positive influence on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange. So the first hypothesis (H_1) in this study is proven true. This result is the same as Boediono et al. (2018), Fatmaningrum et al. (2020), and Marpaung et al. (2021) which states that product quality can influence a person's decision to buy the product. The high quality of existing products will affect the high purchasing decisions when buying a product. A good assessment of the quality of a product will trigger a purchase.

Data analysis produces $t_{count}(2.238) > t_{table}(1.98525)$; p(0.028) < (0.05), then partially service has a positive effect on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange. The second hypothesis (H_2) in this study was proven correct. The results of this study are in line with Kurniawan (2018), Budiono (2020) and Sopiyan (2022) who state that

services can influence a person's decision to buy the products offered. Service is a measure of how well the service provided by sellers to consumers.

The results of the analysis show $t_{count}(3.336) > t_{table}(1.98525)$; $p(0.001) < (0.05)$, meaning that product quality has a positive influence on purchasing decisions for Oppo smartphones at the Singosaren Surakarta Mobile Exchange. The third hypothesis (H3) in this study was proven correct. The results of the study are in line with Nangoy and Tumbuan (2018), Nasution et al. (2019), and Prilano et al. (2020) stated that the promotion of the products offered can influence a person's decision to buy the products offered. Consumers will find out about existing products through promotions. Promotional activities carried out by sellers can effectively and efficiently influence purchasing decisions by consumers.

4. Conclusion

Based on the results of the analysis and discussion in this study, the following conclusions can be drawn:

- a. Product quality variable has a positive significant influence on purchasing decisions.
- b. Service variable has a significant positive influence on purchasing decisions.
- c. Promotion variable has a significant positive influence on purchasing decisions

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